

NANOTECHNOLOGY II

THE  TIMES

'It's a Nano World'

**MEDIA
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Micro and Nanotechnology
Commercialization
Education Foundation ®



On the 12th of June 2006 Mediaplanet will publish the second edition of Nanotechnology distributed in *The Times* newspaper.

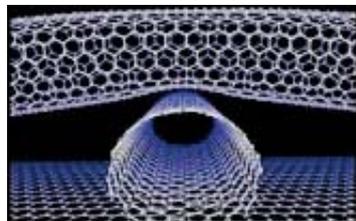
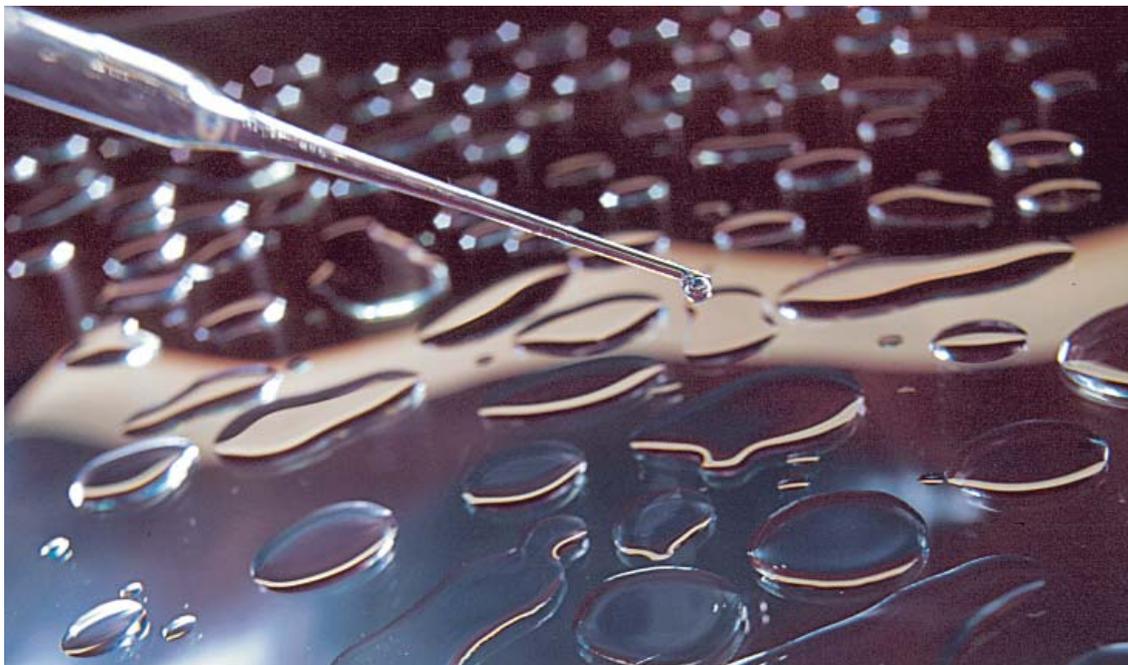
The aim of the supplement "It's A Nano World" is to highlight the realities, possibilities and the future of the Global Nanotechnology Industry.

In this edition we will further explore the work being done within the UK. Moreover we will examine closely the global exploitation of Nanotechnology, and compare and contrast countries' differing levels of investment and development. We will therefore open this supplement to include the work that other countries are doing within the field of Nanotechnology, from those big players in the US, Canada, Europe, the Far East and Australia, to smaller and developing countries that one would not expect to be so deeply involved with the technology, such as Brazil, Mexico and Israel.

Nanotechnology is and will continue to change the world, with huge ramifications for every industry, and every individual in every country. 'It's a Nano World' will cover how and why.

Editorial Synopsis

- What is the exact definition of Nanotechnology, and why is the term so misunderstood.
- The role organisations and initiatives play in helping companies outside of the Nano arena explore the multitude of possibilities this technology will allow.
- Which household brand names are already employing and promoting their use of Nanotechnology.
- Will better lines of communica-



tion between science and business need to be established?

- How will we educate the next generation about Nanotechnology.
- A continued focus on Nanotechnology in saving and improving lives.
- Companies at the forefront of this technological revolution throughout the UK and world, and what we are likely to see from them.

A Global Nano Landscape

- The role the major UK and international Nanotechnology organisations and initiatives play on a global Nano landscape, eg UK Micro-Nanotechnology Network (UK MNT Network), The Institute of Nanotechnology (IoN), Micro

and Nanotechnology Educational Foundation (MANCEF).

- The major role The EC play in order to further R&D and education in Nanotechnology.
- How is the UN harnessing Nanotechnology to address the goals of the Millennium Programme to improve and help facilitate growth in developing countries.
- Which countries are the major players in the rest of the world.
- Which developing countries are employing Nanotechnology.
- How will we transfer Nanotechnology into developing countries.

The Nanotechnology supplement will be distributed on the 12th of

June in *The Times* with the full UK run (except Scotland), meaning 710,000 copies and 2.2 million readers. You can also order extra editions for internal use. Media Planet will answer all questions about advertising and editorial content. If there are any questions or more information needed, and for advertising and editorial opportunities, please contact me:

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To see Nanotechnology 1 go to www.mediaplanet.se/uk/pdf/nano.pdf

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